Newspaper in Education



3/12/91

Thanks gans

11 March 1991

C.C. Public file

Ed Parker General Manager WBSF TV-43 4450-L Enterprise Ct. Melbourne, FL 32935

Dear Ed.

Once again, thanks to you and your outstanding staff for a super job taping the Brevard County Regional Citizen Bee. They all showed great professionalism and a real interest in their involvement. I thoroughly enjoy my association with you and your great people.

Citizenship education depends on the support that is received from interested corporations and people like yourself. By being involved, you exemplify what the Citizen Bee is all about.

Please pass on my thanks to all those who participated. I hope that you will consider remaining involved with the Citizen Bee. I look forward to the opportunity of working with you in the future.

Sincerely,

Marisa Hirsche

**Competition Coordinator** 

## **FLORIDA**

# SEPTIC TANK ASSOCIATION, INC.

P.O. Box 1025, Lakeland, FL 33802 • TELEPHONE (813) 644-3228

August 7, 1991

### Dear Friend:

Thank you again for participating in the 1990-91 Public Relations Campaign, raising public awareness on several issues.

The effort was an overall success as FSTA members and health department personnel scheduled 144 media appointments statewide, producing 49 newspaper articles, 56 radio programs, eight television shows and two articles in other publications.

The campaign generated 2,338 "Magic Box" information pamphlet requests to 1-800-FLA-TANK, including 632 requests from advertising on 12 radio stations. Requests came from 56 Florida counties, 22 states and the Bahamas.

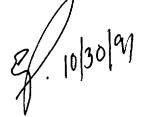
The campaign utilized 74 persons, including 18 members of HRS from 15 different counties. Plans are being made for continuing communication with various audiences in 1991-92.

Sincerely,

ANTONIO E. CASTRO, JR. Administrative Assistant

**Enclosure** 





Deloris McLaughlin WMOD Channel 43 4450 Enterprise Ct. Melbourne, FL 32935

October 14, 1991

Dear Deloris,

On the behalf of the organizers and participants of the Eleventh Annual Orlando Wheelchair Games, I would like to thank WMOD and Update for your support. I appreciate the heavy rotation schedule of the OWG Update segment. I recieved so many comments, even from people I didn't even know! You have many viewers in the Central Florida area.

Again, thank you for your support. I look forward to working with you again next year.

Simcerely,

Bess Tropf

Publicity Chair, OWG



#### FLORIDA'S SPACE COAST

(407) 633-2024



BREVARD COUNTY ANIMAL CONTROL 2725 St. Johns Street, B-122, Melbourne, FL 32940-6682

July 16, 1991

Delores McLaughlin Public Affairs Director Channel 43 445Ø L Enterprise Ct. Melbourne, Fl. 32934

Dear Ms. McLaughlin:

We wish to thank you for giving us the opportunity to educate the public regarding hurricanes and snakes.

The presentation has been seen by several citizens who have thanked us for this information. It has given them the basic knowledge to help identify the various types of snakes found in Florida and also provided pet owners with the information needed for the welfare of their pets during a hurricane situation.

Your willingness to allow us to provide the public with this information is greatly appreciated.

Sincerely

Xan Rawls, Service Supervisor

Animal Control

N SCARBOROUGH, JR. District 1

TOM N. JENKINS County Administrator KAREN S. ANDREAS District 2 CAROL SENNE District 3

SUE SCHMITT District 4 THAD ALTMAN District 5

R. C. WINSTEAD, JR.

Clerk

ROBERT D. GUTHRIE County Attorney

NACEL Cultural Exchanges

205 FREDDIE STREET • INDIAN HARBOUR BEACH, FLORIDA 32937 • (407) 773-2687

JOHN & DENISE SAMILA
Florida Coordinators

1-800-622-3553



Delores McLaughlin Public Affairs Director TV 43 WBSF 4450-L Enterprise Ct Melbourne, Florida 32935

20 June 1991

Dear Delores,

May we take a moment of your time to express our appreciation for the excellent support you and the television staff provided to us. Both Cathy Wissler and I experienced a most comforting atmosphere and were very pleased with the video tape that was recorded. You have that natural ability to intuitively sense the importance of our message and stressed the real need for our program. You equally were aware of what the audience would want to know and tactfully covered each major point. We commend you for your professionalism and trust your future endeavors will bring you greater opportunities to display your wonderful personality. Please convey our thanks to those that participated with you. We are very grateful to WBSF TV 43 and your personal support.

Sincerely.

John Samila

Copy: Station Manager





### SEPTIC TANK ASSOCIATION

P.O. BOX 1025 • LAKELAND, FLORIDA 33802 PHONE: (813) 644-3228

March 29, 1991

Delores McLaughlin, Public Affairs Director WBSF-TV, Channel 43 4450-L Enterprise Court Melbourne, FL 32935

#### Dear Delores:

Just a quick note to thank you again for meeting with representatives from the Florida Septic Tank Association on March 14 for the half-hour taping of "Update". I hope the discussion was constructive and informational for all parties.

I've already contacted Gussy and requested a copy (plus any promotions) of that segment. We've had 36 requests for copies of "The Magic Box" as a result of your story and promotions. Thanks. We've also had over 1,100 "Magic Box" pamphlet requests since our 1-800-FLA-TANK phone number was introduced six weeks ago.

If you ever have a question, or need clarification on a wastewater issue, don't hesitate to give us a call.

Sincerely,

ANTONIO E. CASTRO, JR Administrative Assistant of our cardio vascular muscle!



Dear Delores,

I wanted to Thank-you for the interview on 1-31-1991. I enjoyed seeing you again, you look wonderful. Rachel really liked the studio. Hope to see you again. Take care.

Sincerely,

Sterry Frottawlakh.

Cardiopulmonary Reabbilitation

Merritt Medical Center 2400 N. Courtenay Parkway Merritt Island, Fl. 32953 Stone Junior High School 1101 University Blvd.

Melbourne, FL 32901

March 14, 1990 To: Public file

Ed Parker

WBSF TV 43

4450-L Enterprise Ct.

Melbourne, FL 32935

Dear Mr. Ed Parker:

We really enjoyed the Citizen Bee. The reception was great because it gave us the opportunity to meet the other contestants. Thank you for allowing us to visit your station to compete in the Citizen Bee. This gave us the opportunity to see what the competition would be like and what will be expected of us in the future.

Sincerely,

Johne aicher Jolene Aicher

BRIAN K. GIRSON Brian Gibson

Myl Dross Kyle Gross

Yabon Scho

A NON-PROFIT ORGANIZATION



# **NACEL** Cultural Exchanges

205 FREDDIE STREET • INDIAN HARBOUR BEACH, FLORIDA 32937 • (407) 773-2687

**JOHN & DENISE SAMILA** 

Florida Coordinators



#### LOCAL REPRESENTATIVES

**DOROTHY BELL** Deltona (407) 574-4423

CATHERINE BENDA

Ed Parker

	(904) 893-2327	Manager TV 43 WESF 4450-L Enterprise Ct.,		
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March 4, 1988

Mr. Skip Painton WMOD-TV43 4450 Enterprise Court Melbourne, Florida 32935

Dear Skip:

This is an overdue "thank you" for your contribution to the 1988 Great Chowder Cookoff. Your promotional coverage of the event through airing PSA's helped bring out the crowds, thus allowing us to make more monies for Matching Funds to promote tourism in our area.

It truly takes many people working together to make any endeavor a success. It is because of people like you we had a successful Cookoff (the best to date). We appreciate you and thank you.

Sincerely,

Brad Cox, 1988 Chairman Tourism and Convention Council

/lbh







# BIG BROTHERS/BIG SISTERS OF BREVARD

7.10

November 3, 1987

Mr. Skip Painton, General Manager WMOD - TV 43 4450 Enterprise Court Melbourne, F1 32935

Dear Mr. Painton,

The staff and Board of Directors would like to extend a



## BIG BROTHERS/BIG SISTERS OF BREVARD

July 29, 1987

Mr. Skip Painton WMOD-TV 43 440 Enterprise Court Melbourne, FL 32955

Dear Mr. Painton.

The staff and Board members of Big Brothers/Big Sisters would like to express their sincere appreciation for the donation of a banner for our Agency. We are honored to have an individual of your caliber represented in our community. Your support and attention towards our program is very encouraging.

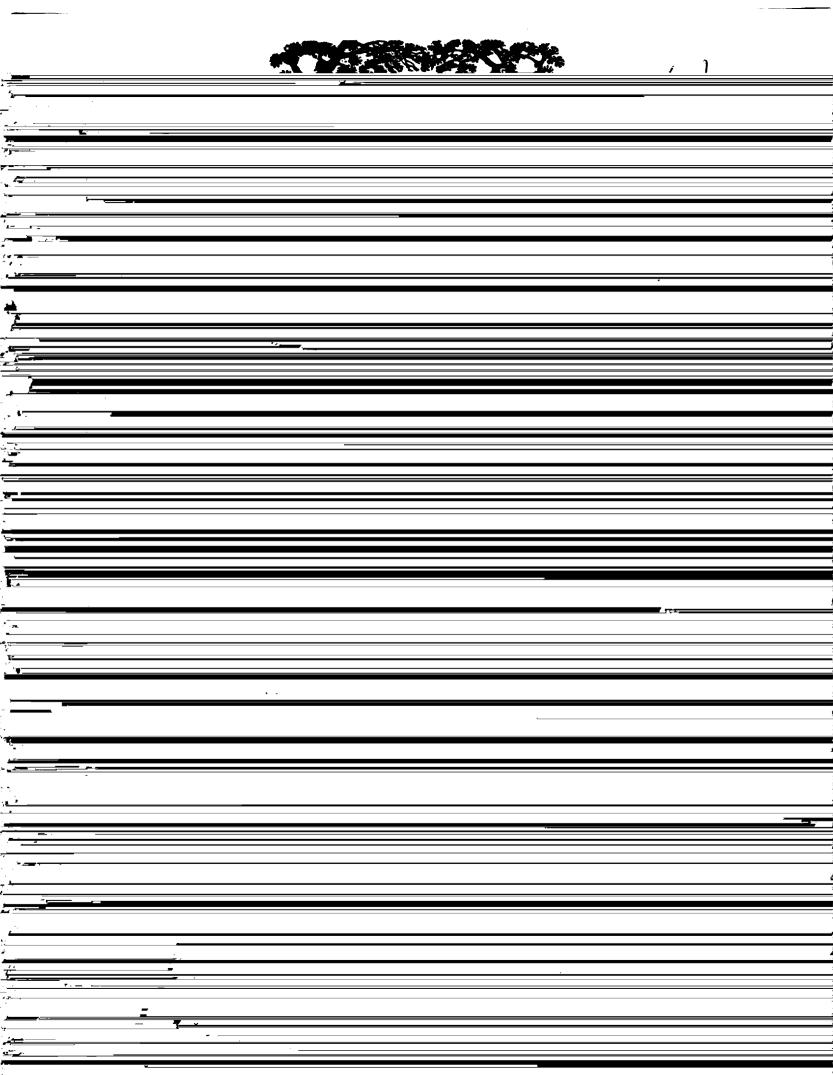
The talent, support and dedication of your Public Affairs Director, Delores McLaughlin, has been instrumental in our agency's PR goals and objectives. It's refreshing to have in our area a quality TV station that continuously makes an effort to provide what is wanted and needed by the public it serves.

Sincerely,

Kinika Calchiell
Bohita Caldwell

Executive Director

BC:ne





#### MEMORANDUM

May 9, 1991

TO: All Independent Stations

FR: David L. Donovan

RE: TCI Channel Shifting

On June 1, 1991 TCI, the nation's largest cable operator, plans to conduct a nationwide channel realignment. Some of these shifts are being made to accommodate ENCORE, a new cable program service. Other cable operators may also plan to conduct a new round of channel shifts.

As many of you know, Independent stations have been the subject of numerous channel shifts in the last few years. INTV intends to monitor these shifts. We also recognize that some repositioning may be the result to agreements entered into between your station and local cable operators.

Enclosed you will find a channel shifting form. If your channel is shifted as a result of the new TCI channel alignment please fill out the form and return it to me. In addition, if you have been moved recently, by any other cable operator please notify us on the form.

It is not our intention to make the specific data public. Rather, we intend to aggregate the information and use it when making arguments before the FCC.

### TCI CABLEVISION OF FLORIDA, INC.

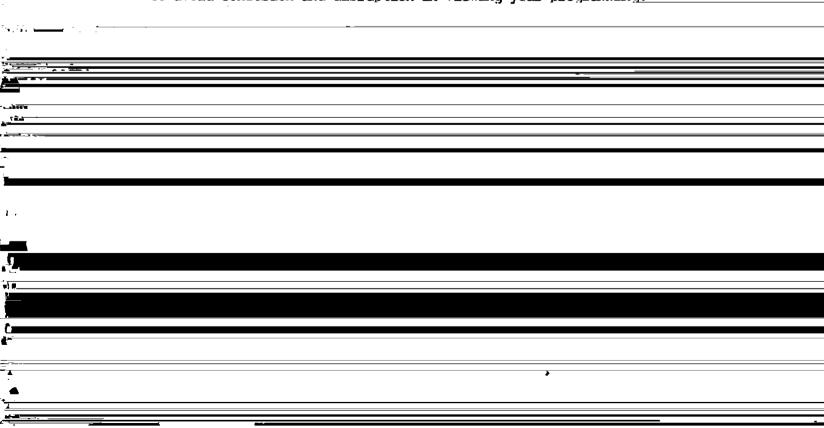
May 7, 1991

Mr. Edward Parker, General Manager WBSF TV 43 4450-L Enterprise Court Melbourne, Floirda 32935

Dear Mr. Parker:

This letter will serve as notification that as of June 2, 1991, we will be removing your television station from our cable system serving the area of Titusville and Brevard County.

Our subscribers are being notified in advance of this change so as to avoid confusion and disruption in viewing your programming.





1053 Maitland Center Common Maitland, Florida 32751-9845 (407) 875-1770

FEBRUARY 27, 1991

Ms. Delores McLaughlin Public Affairs Director WBSF-TV Channel 43 4450-L Enterprise Court Melbourne, FL 32935

Dear Ms. McLaughlin:

On behalf of The Plantation at Leesburg and myself, thank you for including our 50-Plus Expo on "Update". We have received numerous favorable responses to the interview. We are very excited about the Expo and owe its success in part to you and your show.

I thank you for the opportunity and I hope we can work together again.

Sincerely.

Lisa M. Whitaker

Public Relations Coordinator

LP-523



April 8, 1991

Ms. Delores McLaughlin UPDATE SUNDAY EDITION WBSF-TV-Channel 43 4450-L Enterprise Court Melbourne, FL 32934

Dear Ms. McLaughlin:

It was a pleasure working with you recently. You helped make our media tour a success.

Please call if the Rice Council can provide additional information or materials, or if we can be of further assistance.

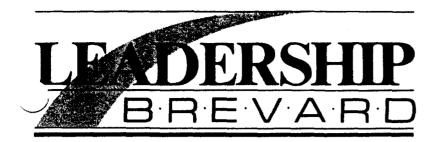
Thanks for your interest and support of the U.S. rice industry. We look forward to working with you again.

Sincerely,

Julie Gibson

Sr. Home Economist

JG/kh



June 22, 1990

Delores McLaughlin Public Affairs Director WBSF-TV 43 4450 L Enterprise Court Melbourne, Florida 32901

Dear Delores:

Thank you for accepting our invitation to address the Youth Leadership Brevard class on Thursday, June 28th. The participants include Brevard County high school students at the junior and senior year levels.

The purpose of Youth Leadership Brevard is to acquaint these future leaders with all aspects of Brevard's education system, history, health care, government, criminal justice system, etc. The challenges and opportunities of the future are addressed in a seminar format. Enclosed is the "Education" seminar agenda. Specifically, we would like you to participate in a discussion on "Strategies for Success". Approximately 15 minutes has been allotted for each presentation. The remaining 15 minutes is for discussion with the class members. The participants appreciate hand-outs if you deem them appropriate. Please note the exact time and meeting place on the enclosed agenda.

We welcome speakers to spend the day with the class, but would particularly like to invite you to join us for lunch. Please R.S.V.P. to Jenny Atkinson, Executive Director, at 724-5406.

Your participation will make our June 28th session most meaningful. A list of the class participants is also enclosed. If you have any questions, please do not hesitate to call Jenny. Again, thank you for contributing your valuable time and expertise.

Sincerely,

Clair N. Knollinger

Clair n. Knallinger

Chairperson

ENK: jla

Enclosures

## STONE JUNIOR HIGH SCHOOL

1101 East University Boulevard

Melbourne, Florida 32901-7298

(407)723-0741

/ BETTY A. DUNN Principal THOMAS W. McINTYRE Assistant Principal

RITA M. POOLE

Assistant Principal

PATRICK VANSCOY

Curriculum Coordinator

March 21, 1991

Ms. Delores McLaughlin TV43-WBSF 4450-L Enterprise Ct. Melbourne, FL 32935

Dear Ms. Delores McLaughlin:

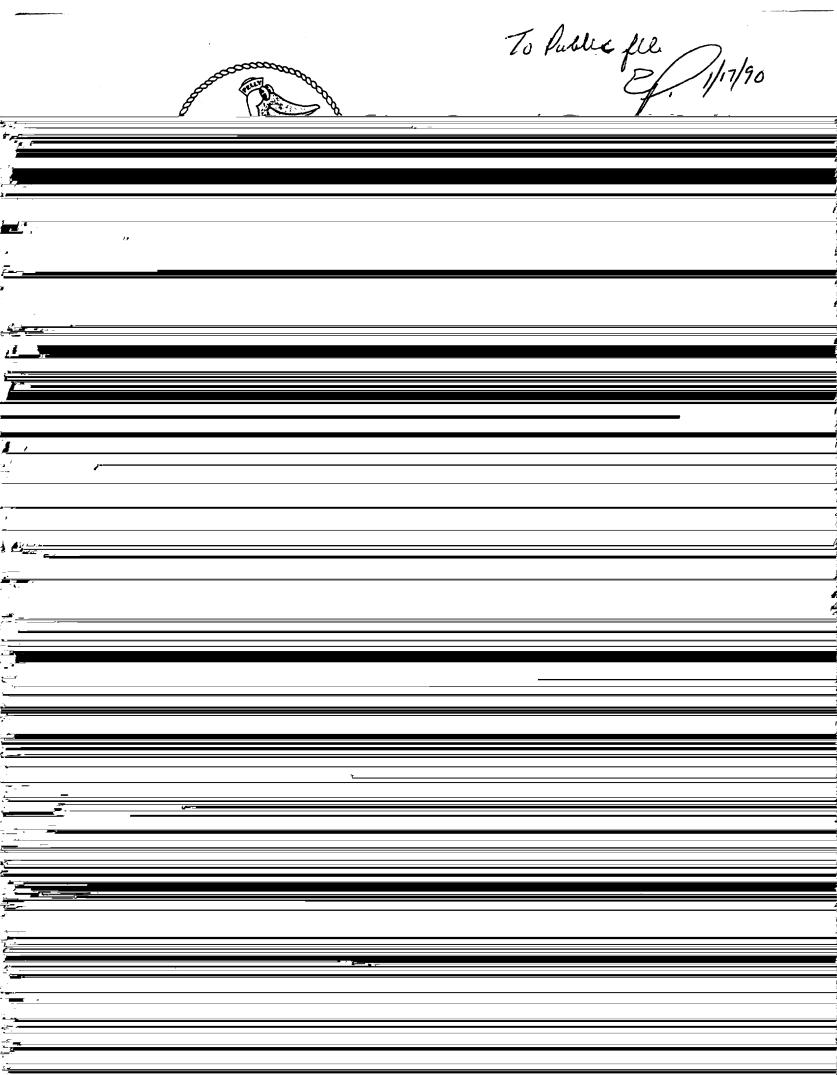
On behalf of Stone Junior High School, I would like to thank you for your participation in our annual Career Day. By all indications, it was a great success. A very important reason for this success was your presentation. We appreciate your contribution to making this a valuable learning experience for our students.

Please accept the enclosed certificate as an expression of our appreciation.

Thank you so much for taking time out of your busy schedule to be with us on Career Day.

Sincerely,

Karen Schafer Learning Specialist

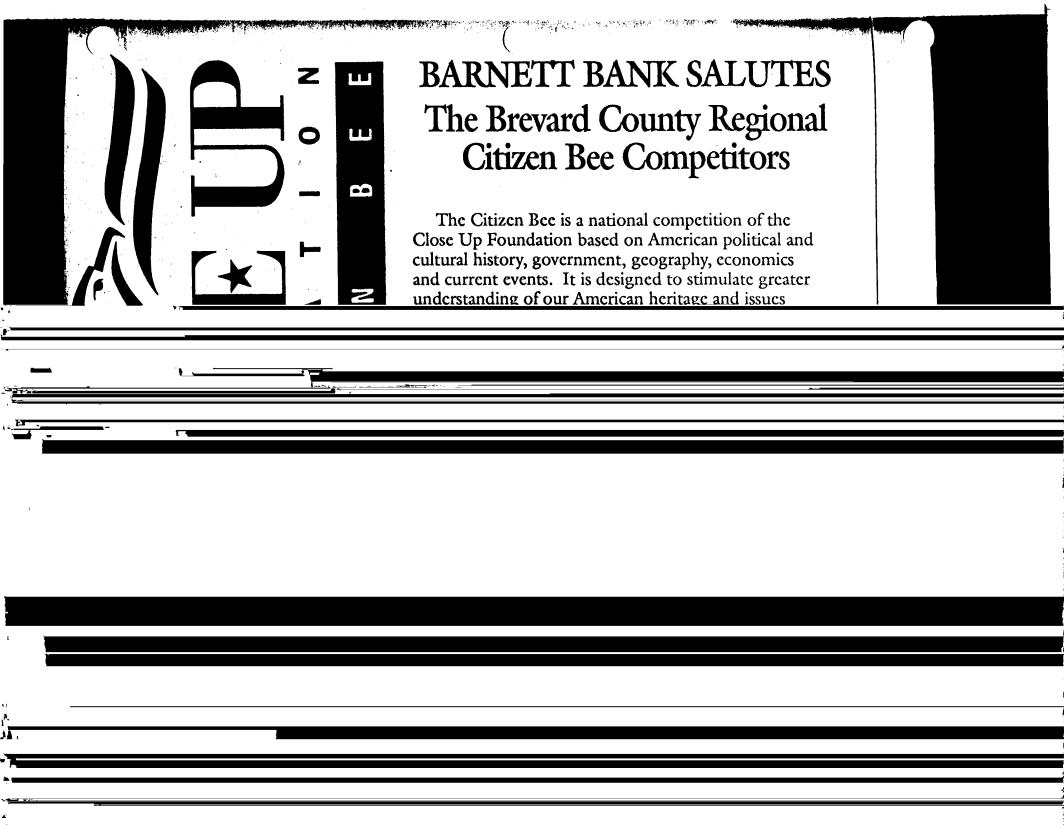


Newspaper in Education

# NIE NOCE 3/5/97\_

Thanks for all of your help with the Citizen Bee tenlosed please find (2) tear sheets of recent ad Look for T.V. ad this Sunday 3/15 and 1/2 page ad of winners on 3/22.

FLORIDA TODAY/USA TODAY (407) 242-3891 · Gannett Plaza · Melboume FL 32940



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WMOD TV 43 4450 Enterprise Court Melbourne Dl. 32935

att: Dolores mc Loughlin

Dear Dolores,

I want you to know how very much Mr. lidd and I appreciate the wonderful program your presented last durkey morning covering Down Tyntrane and the Space Coast Early Intervention to. It literally brought tears to our eyes. Our daughter, Betsy, hes worked so hard to establish the Center, and it is excellent media coverage like your That will bring continued support from the

Thank you.

Sincerely,
Bettie Dock (Mrs. Herbert)
414 Buffels Street
West Melburne, Fl. 32904

# PARTNERSHIP FOR A DRUG FREE FLORIDA

**AWARDS THIS** 

CERTIFICATE OF MEMBERSHIP

TO <u>WBSF-TV</u>
FOR THEIR PARTNERSHIP IN STATEWIDE ANTI-DRUG ABUSE MEDIA EFFORTS.

HONORED AS

A FULL PARTNER